

**DOCKET NO.:** MSFT-5046  
**Application No.:** 10/752,384  
**Office Action Dated:** March 17, 2008

**PATENT**  
**REPLY FILED UNDER EXPEDITED**  
**PROCEDURE PURSUANT TO**  
**37 CFR § 1.116**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:  
**Frank David McSherry, et al.**  
Application No.: **10/752,384**  
Filing Date: **January 5, 2004**  
For: **PERSONALIZATION OF WEB PAGE SEARCH RANKINGS**

Confirmation No.: **6813**  
Group Art Unit: **2166**  
Examiner: **Khanh B. Pham**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY PURSUANT TO 37 CFR § 1.116**

In response to the Official Action dated **March 17, 2008**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- Amendments to the Specification** begin on page \_\_\_\_\_ of this paper.
- Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- Amendments to the Drawings** begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- Remarks** begin on page 7 of this paper.